

**REMARKS**

In the Office Action mailed January 11, 2008 (hereinafter, "Office Action"), the Examiner rejected claims 18, 20, and 23-26 under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,896,618 to Benoy et al. (hereinafter, "*Benoy*").

By this response, Applicants have amended claims 18, 20, 24, and 26, and added claims 27-33. Claims 1-17, 19, 21, and 22 were previously canceled. No new matter has been added. Accordingly, claims 18, 20, and 23-33 are currently pending.

In light of the foregoing amendments and based on the remarks presented below, Applicants respectfully traverse the rejection of the claims under 35 U.S.C. § 102(e), and request the allowance of pending claims 18, 20, and 23-33.

**I. Rejection Under 35 U.S.C. § 102(e)**

Applicants respectfully traverse the rejection of claims 18, 20, and 23-26 under 35 U.S.C. § 102(e) as being anticipated by *Benoy*. "A proper anticipation rejection requires that "each and every element set forth in the claim be found, either expressly or inherently described, in a single prior art reference." *M.P.E.P.* § 2131. In addition, "[t]he elements must be arranged as required by the claim . . . ." *Id.* (emphasis added).

Applicants respectfully submit that *Benoy* fails to disclose all of the subject matter recited in independent claims 18, 24, and 26, and also fails to disclose the elements as arranged by the independent claims.

Specifically, *Benoy* fails to disclose "allowing the player to register a message in association with the identification information on the server device before allowing the player to start the game on the arcade game machine, said message being arranged to be displayed on a designated terminal device when an event designated by the player

occurs during a progress of the game after starting the game,” as recited in amended independent claim 18.

Instead, *Benoy* teaches a loyalty program registration method wherein the player enters personal identification information and loyalty program instrument information to a loyalty program registration interface. See *Benoy*, col. 15, ll. 52-56; col. 16, ll. 46-49. “Typically, when a game player wants to play a game on a gaming machine and utilize the player tracking services available through the player tracking unit, a game player inserts a player tracking card, such as a magnetic striped card, into the card reader 24.” *Id.* at col. 10, ll. 38-42. According to *Benoy*, “[a]fter a player has inserted her or his player tracking card into the card reader 24, the player tracking unit 56 may command the touch screen display 16 to display the game player’s name on the touch screen display 16 and also, may optionally display a message requesting the game player to validate their identity by entering an identification code using a game service interface with an alpha-numeric key pad displayed on touch screen display 16.” *Id.* at col. 10, ll. 60-68.

In the Office Action, the Examiner states that “Benoy discloses [ ] a reservation interface that may be displayed that allows players to make reservations at restaurants when an info button is pressed . . . .” Office Action, p. 6. According to the Examiner, “[w]hat this means is that players will be displayed messages such as time in which to place the restaurant reservation as well as which restaurant in which to place said reservations during game play when a player presses the info button.” *Id.* at pp. 6-7. In other words, “[t]he message displayed would be for that of reservations when [ ] the player achieves enough loyalty points during gameplay and presse[s] the button for the

reservation interface.” *Id.* at p. 3. However, the message referred to by the Examiner is one that is generated for prize redemption by a computer (e.g., game machine) in accordance with a program, not one that has been prepared by a game player before starting the game.

The Examiner further asserts that the message of *Benoy* is displayed “during game play when a player presses the info button.” *Id.* at p. 7. In contrast, for the game system recited in claim 18, the message that has been registered in advance by the player may be displayed automatically (without the need for the player to press an operation button to display the message) “when an event [that has been] designated [in advance] by the player occurs . . . after starting the game.” Therefore, the Examiner’s discussion is inapplicable to the recitations of amended independent claim 18.

In addition, the Office Action states “[t]o further elaborate, the message being displayed at a certain game status would be the restaurant interface being displayed during the restaurant interface portion of the gaming machine.” However, Applicants were unable to identify a “restaurant interface portion of the gaming machine,” as such, in the *Benoy* reference. Thus, this statement fails to meet the legal requirements of § 102 in that *Benoy* fails to disclose such a feature.

In contrast to the *Benoy* reference, amended independent claim 18 recites, *inter alia*, “allowing the player to register a message in association with the identification information on the server device before allowing the player to start the game on the arcade game machine, said message being arranged to be displayed on a designated terminal device when an event designated by the player occurs during a progress of the game after starting the game.” Thus, the game system of claim 18 is configured so that

the player may register the message before the game is started. Such a configuration is not taught by *Benoy*.

For at least the above-outlined reasons, *Benoy* fails to disclose all of the subject matter recited in Applicants' amended independent claim 18. Therefore, the rejection of independent claim 18 under 35 U.S.C. § 102(e) should be withdrawn and the claim should be allowed.

Independent claims 24 and 26, although of different scope, recite elements similar to those of independent claim 18, and are allowable for at least similar reasons. For example, claim 24 recites, *inter alia*, "allowing the player to register message data in relation to said identification information on the server, by way of a mobile terminal device under manipulation by the player, said message being arranged to be displayed on a designated terminal device when an event designated by the player occurs during a progress of the game after starting the game," and claim 26 recites, *inter alia*, "allowing the one player to register message data on the server, by way of a mobile terminal device under manipulation by the one player, said message being arranged to be displayed on a designated terminal device when an event designated by the one player occurs during a progress of the game after starting the game." Therefore, the rejection of independent claims 24 and 26 under 35 U.S.C. § 102(e) should be withdrawn, and the claims should be allowed.

Claims 20, 23, and new claims 27-28 depend from amended independent claim 18. Claims 25 and new claims 29-30 depend from amended independent claim 24. New claim 31 depends from amended independent claim 26. As discussed above, *Benoy* does not support a rejection of independent claims 18, 24, and 26. Therefore,

dependent claims 20, 23, 25, and 27-30 are allowable for at least the same reasons as set forth above in connection with their corresponding independent claims.

## **II. New Claims**

New independent claims 32 and 33 include recitations similar to those discussed above in connection with amended independent claim 18. For example, new claim 32 recites, *inter alia*, “allowing the one player to register message data on the server by way of a mobile terminal device operated by the one player before starting the game, said message data containing a message arbitrarily prepared or designated by the one player and being arranged to be displayed on a terminal device designated by the player when an event expected or designated in advance by the one player occurs during a progress of the game after starting the game.” New claim 33 recites, *inter alia*, “allowing the one player to register message data on the server by way of a mobile terminal device operated by the one player before starting the game, said message data containing a message arbitrarily prepared or designated by the one player and being arranged to be displayed on a terminal device designated by the one player when an event arbitrarily designated in advance by the one player occurs during a progress of the game after starting the game.”

Accordingly, for reasons similar to those set forth above in connection with amended independent claims 18, new claims 32 and 33 are allowable over *Benoy*.

## **III. Conclusion**

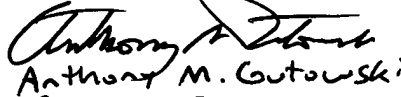
In view of the foregoing amendments and remarks, Applicants respectfully request the reconsideration of this application and the timely allowance of the pending claims.

The Office Action contains a number of statements reflecting characterizations of the related art and the claims. Regardless of whether any such statement is identified herein, Applicants do not automatically subscribe to any statement or characterization in the Office Action.

Please grant any extensions of time required to enter this response and charge any additional required fees to our Deposit Account No. 06-0916.

Respectfully submitted,

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